

New Business Development Task Force

Mission Statement

Develop new sources of revenue for ASBMT to reduce dependence on traditional programs such as pharmaceutical corporate grants and the BMT Tandem Meetings:

- Explore non-traditional sources of revenue.
- Develop additional support for research.
- Focus on new services for members.
- Develop more non-dues revenue sources.
- Go after low hanging fruit as a first priority.

Current Goals

- 1) Create an ASBMT Programs Committee to develop new fee-based programs.
- 2) Create new educational products for target audiences on cellular therapy and BMT.
- 3) Continue to find innovative ways to secure new revenue from traditional sources.
- 4) Develop strategic relationships with nursing, medical schools and allied professional societies to attract more medical professionals and scientists to the field.

Ongoing Objectives

- 1) Secure meetings with Infectious Disease Pharmaceutical Companies to secure financial support.
- 2) Explore expanding the scope of the Corporate Council to include adding payers and hospital executives.
- 3) Develop new membership sources:
 - a. Explore development of having a joint-membership program with other BMT societies (such as APBMT, Brazil, China and Japan).
 - b. Explore development of an Institutional Membership category.
 - c. Recruit more cellular therapy and BMT Program Directors as members.
 - d. Explore the feasibility of recruiting payers as members.
- 4) Work with the Education Committee to develop new fee-based educational programs:
 - a. Speakers Bureau (Sanofi may provide support)
 - b. ASBMT Training Institute
 - c. Train the Trainer programs
 - d. Fee-based Webinars